**ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION**

**NP-LBEF003 – TECHNICAL COMMUNICATION**

PLEASE CONSIDER THE ENVIRONMENT AND DO NOT PRINT THIS DOCUMENT UNNECESSARILY.   
QUICK TIPS; CONVERT TO SLIDE FOR DISCUSSION or PRESENTATION, DISTRIBUTE SOFT-COPY ONLY, PRINT DRAFT, PRINT CONTENTS ONLY, PRINT DOUBLE-SIDE, PRINT 2IN1, USE RE-CYCLED PAPERS ONLY. THANK YOU.

**General Guidelines**

1. **Academic Writing**

Academic writing is a scholarly and scientific that is systematic that seeks to answer a question. Academic writing is based on the idea that conclusions can only be accepted when supported by evidence. An academic writer should be objective and NOT influenced by his or own opinion (except when the question encourages the author to give an opinion or a personal reflection), use the data collected to support a question or hypothesis. In short, Academic Writing has the following characteristics:

* Present facts in a systematic manner and in accordance with clear procedures.
* Writing must be accurate, truthful and not make assumptions.
* All views expressed are supported by evidence.
* Writing should not distort the facts or exaggerate things.
* Writing should be honest seeking only the truth.
* Statements should not cast any doubt.

1. **Plagiarism**

Any written assignment (essays, project, take-home exams, etc.) submitted by a student must not be deceptive regarding the abilities, knowledge, or amount of work contributed by the student. There are many ways that this rule can be violated. Among them are:

* Paraphrases: The student paraphrases a closely reasoned argument of an author without acknowledging that he or she has done so. (Clearly, all our knowledge is derived from somewhere, but detailed arguments from clearly identifiable sources must be acknowledged.)
* Outright plagiarism: Large sections of the paper are simply copied from other sources, and are not acknowledged as quotations.
* Other sources: often include essays written by other students or sold by unscrupulous organizations. Quoting from such papers is perfectly legitimate if quotation marks are used and the source is cited.

1. Works by others

* Taking credit deliberately or not deliberately for works produced by another without giving proper acknowledgement
* Works includes photographs, charts, graphs, drawings, statistics, video-clips, audio-clips, verbal exchanges such as interviews or lectures, performances on television and texts printed on the web.
* The student submits the same essay to two or more courses.

1. How can I avoid plagiarism?

* Insert quotation marks around “copy and paste” clause, phrase,
* sentence, paragraph *and* cite the original source
* Paraphrase clause, phrase, sentence or paragraph in your own words
* *and* cite your source
* Adhere to the APA Referencing stylistic
* format, whichever applicable, when citing a source and when writing
* out the bibliography or reference page
* Attempt to write independently without being overly dependent of
* information from others original works
* Educate yourself on what may be considered as common knowledge
* (No copyright necessary), public domain (copyright has expired or not protected under copyright law), or copyright (legally protected).

1. **Documentation requirements**

Your essay must adhere to standard documentation requirements:

* Font : Times New Roman
* Heading : 16
* Sub Heading : 14
* Font Size : 12
* Spacing : 1.5
* Alignment : Justify

1. **Details about the assignment**
2. **Learning outcomes**

This assignment will assess your ability to:

* Demonstrate the application of report writing (formatting, concept, persuasive writing skills etc.)
* Perform a literature search using various electronic/physical means available
* Understand the ethical implications of performing research
* Understand the problems of plagiarism and be able to demonstrate appropriate referencing to avoid such claims
* Critically review and select sources of information
* Present research findings

1. **ASSIGNMENT QUESTION**

As a student of Technical Communication Skills, you will need to be equipped with the knowledge for practical use/implementation of communication techniques. The nature of global communication requires that individuals communicate across multiple channels for various purposes. In reality, the advent of new technologies in communication has become a useful trend in the dissemination and exchange of information.

**Case Study:**

You are an individual who own an IT company named **MICROSOFT IT Pvt. Ltd**. You want to grow your company in the latest market by upgrading the number of potential clients. Recently, you have discovered that a one of the best enterprises “**The Elevate Official”** that requires a good conceptual application for their enterprises.

Now, as a **MICROSOFT IT Pvt. Ltd** you have the exact solution which they require. “Highlight a proposal” with the assistance of innovation and services to the company named “**The Elevate Official**” explaining the strengths, product quality and assurance, budget or cost estimation and possible remarks or suggestion to upgrade the system of enterprises through IT innovation. You will need to persuade the reader that your service is valuable. Prove that your company is qualified and mentioned the advantages that your company has over the competition.

Your proposal should contain the following elements:

1. **Prefatory Parts —An opening section that may include the following:**
   * Cover letter
   * Title page that provides specific information
   * Table of contents
   * List of figures
   * An executive summary providing a brief summary of the main points to come
2. **Introduction—Describes the following:**
   * The purpose of the proposal (to solve a problem or address an opportunity for the client)
   * The monetary information( Cost- Budget Estimation)
   * The required service
   * Relevant background information
3. **Body Section 1: Problem—Describes the following:**
   * The problem or opportunity
   * Relevant background of the problem or opportunity
   * The causes and effects of the problem
4. **Body Section 2: Plan**
   * Lay out the scope of your proposal with proper visualization, describing what you intend to do.
   * Identifies and describes the steps of the plan and the ultimate solution that you intend to deliver.
5. **Body Section 3: Qualifications**
   * Details the experience and training that your firm and key personnel can bring to the project. Academic or professional credentials establish credibility, as does past experience on similar projects.
6. **Body Section 4: Budget Estimation**

* Break deliverables into sub-dependencies
* List of required resources
* Estimate amounts

1. **Conclusion:**
   * Ask for approval to proceed with the project.
   * Express gratitude.
   * Include contact information so readers can reach you with any questions.
2. **Appendix (supplementary material):**

* Specify Letter of Reference with Company’s profile.
* Journal of Experience (submit a report on the experience of working for a company)

1. **ASSESSMENT CRITERIA**

The **Individual Assignment** will be marked based on the instruction mentioned in the assignment guidelines. The overall allocation of individual assignment is 100%**.** Your report should **NOT** be more than **2500 words**.

1. **PERFORMANCE EXPECTATION**

The Individual assessment will be based on a forum discussion of results will be evaluated according to appropriate structure of the contents mentioned in the respective guideline.

# Marks are awarded based on the following guidelines:

|  |  |
| --- | --- |
| Grade | Description of performance level |
| 75% – 100% | Ideas structured are coherent and convincing, based on reflective reading & research. Viewpoints are supported with valid explanation and good reasoning. Shows understanding, thought and reflection of subject matter. Clear link between proposal and journal in relation to practical implementation in real life. Accuracy in vocabulary, minor grammatical errors or spelling mistakes. Good referencing. |
| 65% – 74% | Sufficient points raised; valid explanations provided. Viewpoints presented are adequate, based on selected some research. There is sufficient understanding of subject matter, supported with relevant points for application in real life. Some grammatical and spelling mistakes. Referencing fulfils minimum standards. |
| 50% – 64% | Basic requirements fulfilled with some understanding of subject and clarity in presentation. Basic examples used to illustrate points. Some viewpoints provided; some explanations may be unclear or unhelpful in clarifying points. Limited citation of sources. Some grammatical and spelling mistakes. Minimal referencing of sources. |
| Below 50% | No understanding of the subject matter and failure to address the needs of the question. Points are off-topic and are not related to real life application. No understanding of presentation technique. Numerous grammatical and spelling mistakes. Very weak referencing. |

**Marking Scheme**

**Individual Assessment:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Serial No.** | **Sections** | **Maximum Marks** | **Marks Obtained** |
| 1. | Prefatory Parts | 15 |  |
| 2. | Introduction | 10 |  |
| 3. | Problem Statement | 15 |  |
| 4. | Plan formulation | 10 |  |
| 5. | Qualification | 10 |  |
| 6. | Budget Estimation | 10 |  |
| 7. | Conclusion | 10 |  |
| 8. | Letter of Reference | 10 |  |
| 9. | Documentation of the Journal of Experience | 10 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Individual Assessment** | **Grand Total** | **100%** |  |